

Chapter 6 Outline

Marketing Research

Types of Marketing Research

Marketing Research Techniques

Five Essential Marketing Intelligence
Tools

Marketing Research Presentation Tools

Competencies

1. Explain the purpose of marketing research, and describe types of marketing research. (pp. 53–55)
2. Describe three basic marketing research techniques. (pp. 55–57)
3. Delineate five essential “marketing intelligence” tools. (pp. 57–58)
4. Describe marketing research presentation tools. (pp. 58–67)